

ART 3150

Univision Logo Redesign
Process Book
Danett Vargas

Project:

Redesign the visual identity for Univision

Client:

Univision

Why Redesign?

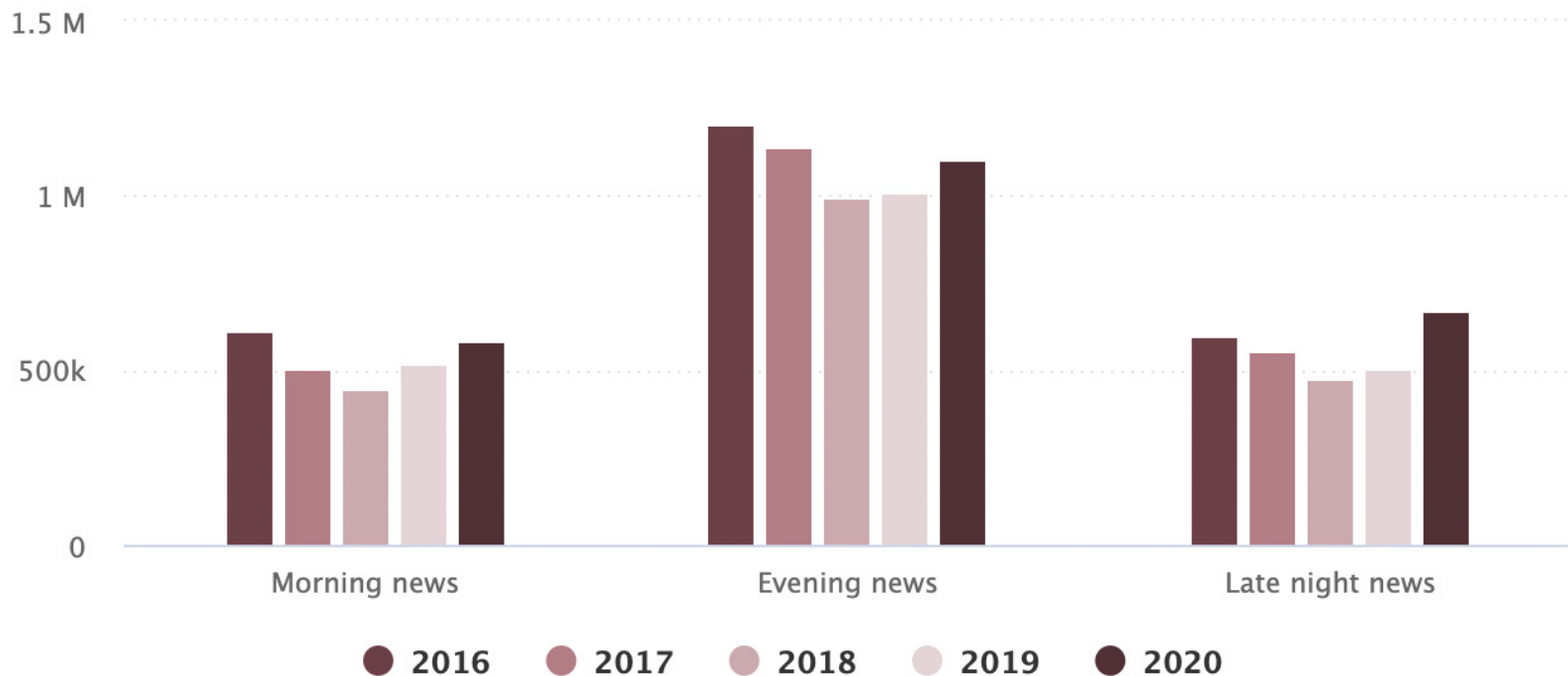
Many people turn to Univision for news, entertainment, and most importantly, as a way to keep connected to their Latino heritage. According to their website, Univision is “the United States' largest provider of Spanish-language news, sports, and entertainment.” Their current logo is supposed to represent a heart for “the Hispanic heartbeat of the United States,” but upon first glance, it just seems like a sterile logo with an abstract shape that does not show the richness of Latin culture.



Audience

- Hispanic people living in the US
- Median age is 46
- "In 2019, over 90% of Univision's primetime Adult 18-49 audience watch live (90%) and the commercials (95%) compared to 55% and 81%, respectively, for the major English-language broadcast networks, on average" (Businesswire).
- Constantly-growing audience
- 1.3 million viewers on average during primetime in 2019

Average number of TVs tuning to network news programming during each time slot for Univision



Graph courtesy of Pew Center

Competitors



TELEMUNDO

Telemundo's logo
TV network in Spanish



Televisa

Televisa's logo
Univision is part of Televisa



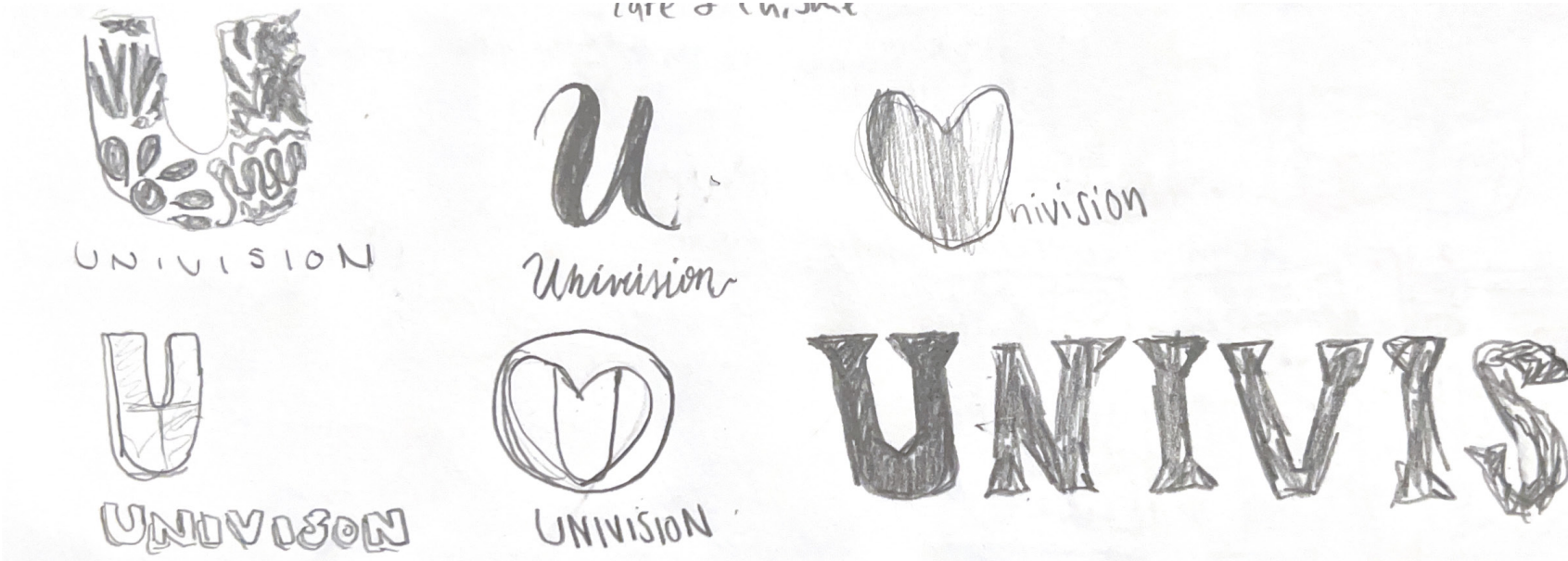
**azteca
america**

Azteca America's logo
TV network in Spanish

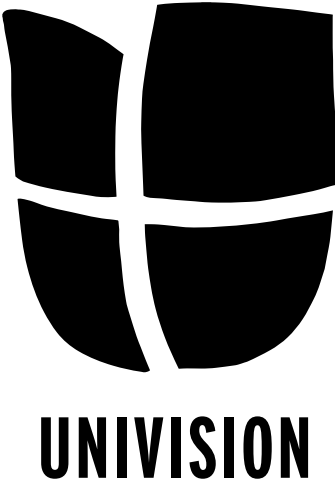
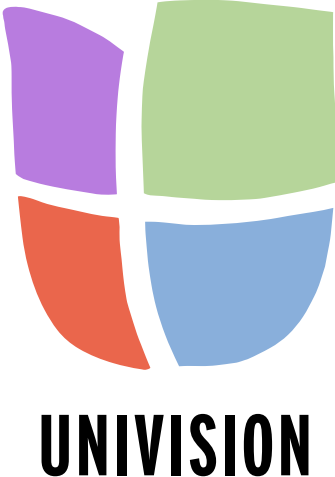
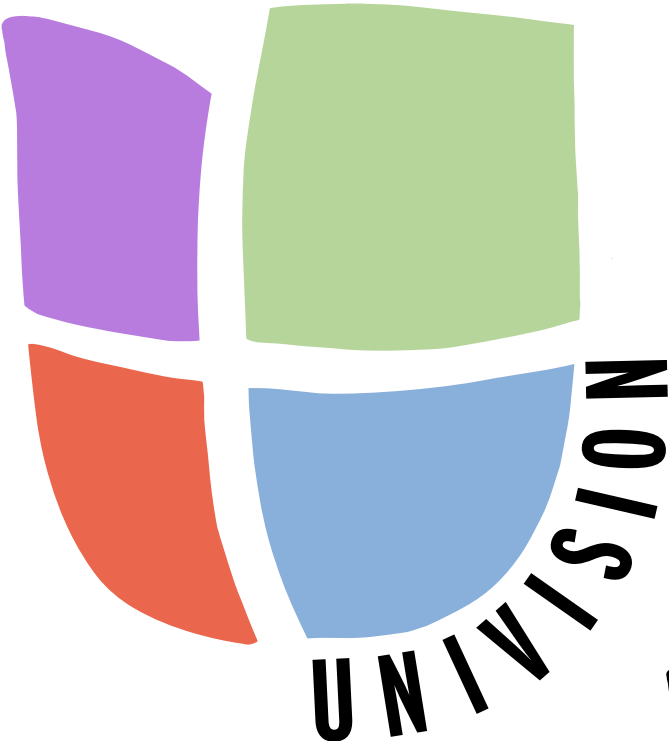
Word Map



Sketches



New Logo



Mockups

